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1949

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# A. E. Grillo

Milledale,  
Conn.

Presents

## THE NEW RED ROSE



SPORT OF JEWEL, No. 36

Name and U. S. Plant Patent Pending

Similar to Jewel, but a little darker red color.

Larger flower and different foliage.

— Also —

**OTHER NEW and PREFERRED ROSES**  
*of His Origination*  
**FOR THE COMMERCIAL GROWERS**  
**AND FOR THE GARDENS**



THE DISCOVERY

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# Story of "Thornless Beauty"

World's First Recorded Hybrid Tea Rose  
Without a Thorn!

For centuries it has been every Floriculturist's dream to grow a hybrid tea rose without a thorn. Now this dream has come true and every flower lover can grow this wonderful Rose in their garden. It was in 1937 when Nicholas Grillo, Floriculturist, Milldale, discovered this off-spring (so called a Sport by Floriculturists) of the "Better Times" rose. In 1938 while only about a dozen plants were under experiment in Grillo's greenhouse at Milldale, a newspaper reporter from the Southington News visited the greenhouses and noticed this new rose along with other new roses under experiment. Mr. Grillo did not wish to make any public release at that time until he had a larger quantity of bushes growing, but it was such sensational news for this reporter that without Mr. Grillo's releasing the news it came to the attention of the Associated Press, International news service and the Radio Broadcasting services. The release of this news by the reporter to these services surprised Mr. Grillo with front page publicity and coast to coast radio broadcasts of this amazing development in the world of Floriculture. Right after this many newspaper and magazine representatives with their photographers and writers crowded Mr. Grillo for details concerning the discovery of the rose without a thorn, and from these releases the "THORNLESS BEAUTY" appeared in all the newspapers and magazines throughout the world. Unfortunately when this rose reached the stage of large production where it could be disseminated throughout the world, World War II broke out. Then due to the shortage of skilled labor and material to produce enough stock for all flower lovers, no large quantities were disseminated. Since the end of the war, production of large quantities has been done and this year Mr. Grillo can offer this Beautiful Rose without a thorn. The "THORNLESS BEAUTY" rose offers exceptional beauty, luxurious petalage, a fine rich red color, also as its name indicates, the unique fact of no thorns that all flower lovers dreamed of in a rose. This rose has proven an excellent garden variety and it should have a place in the heart of every rose bed.

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A DREAM THAT



# OF A LIFETIME

## THE AGE OLD DREAM, NOW A REALITY.

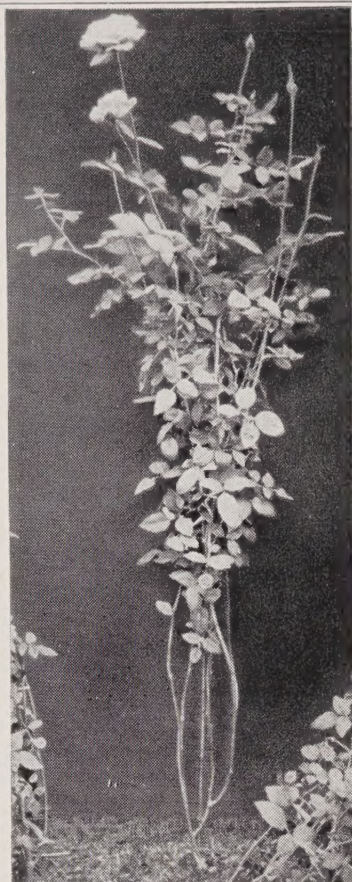
Dear rose, how peculiar you are,  
Have you not a single thorn?  
My, but you are a rose so rare,  
From what parent are you born?  
Dear Thornless rose, what is your name?  
What, you say that you have none,  
From now on you will have great fame,  
For your place is on a throne.  
"THORNLESS BEAUTY" shall be your

name,  
For you are so gentle to touch,  
You surely will reach the heights of fame,  
For no other rose has had as much.  
Your head has crimson red petals  
All of them being so serene;  
While greenish are all your sepals  
And all of your body so green.  
What a beautiful plant you make,  
With your well-shaped leaflets and stem,  
Very pleasing for anyone to take,  
To regard as a most precious gem.  
Dear rose, let not my wish be hollow,  
For to you I entrust my success and  
hand;  
So, please be kind and give us a show,  
In the great path-way of Roseland.

—by Josephine Carr



Illustration shows typical Thornless Beauty  
plant growing six months after planting.



THORNLESS BEAUTY U. S. Plant Patent No. 382

# AT CAME TRUE



# T H E B I G S I X



## ROSALIND RUSSELL

Sport of "Regina Elena" x "Briarcliff"

U.S. Plant Patent Applied For

One of the best sports of Briarcliff family that has been introduced, retains some of "Briarcliff" form but has many improved differences.

**COLOR:** General color is a uniform clear silver pink (in between a light pink and a dark pink), well liked by its many users.

**BUD:** Long, well formed bud. (In 1940 when it was first exhibited as Sport No. 22 at Washington, D.C. received the Potomac Rose Society Certificate of Merit for the best well-formed Rose bud in the show.) Opens gradually and perfectly.

**FLOWER:** Large and full when open. Approximately 50 petals of good substance and opens to about 5 inches across. Moderate fragrance and excellent lasting quality.

**HABIT:** Grows upright, clean and very vigorous with an abundance of very long, strong heavy stems and a profusion of dark green large foliage. Very free bloomer.

# T H E S E F I N E



# PREFERRED ROSES



## CATALINA

Sport of "Joanna Hill"

U. S. Plant Patent Applied For

Another of the loveliest roses of my career, similar to the parent in a few characteristics. This rose replaced the "Talisman" in the Grillo range.

**COLOR:** Varying Apricot shade which gives out firelike reflections, very pleasing to the eye.

**BUD:** Very long, perfect bud formation which opens gradually and fully.

**FLOWER:** Large of about 35 petals and opens fully to about 4½ inches across, moderate fragrance.

**HABIT:** Grows upright with an abundance of very strong, exceptionally long stems and a large profusion of dark green foliage, one of the most free blooming roses now grown.

# EVERBLOOMING ROSES



# GROWN EXTENSIVELY

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## JOYANCE

Sport of "Regina Elena" x "Briarcliff"

U. S. Plant Patent No. 778

This rose received little publicity at the time of introduction during last World War; however, has been since long tested and proved of the highest merit for growing as well as being in great demand by Florists and the Public where it has been available.

**COLOR:** Brilliant Velvety Red which is retained when the flower is wide open.

**BUD:** Globular, pointed, opens gradually and perfectly.

**FLOWER:** Large and very full when open. Has about 75 petals and is approximately 4½ inches across, camellia shape when open and of heavy texture; moderate fragrance; very good lasting quality.

**HABIT:** Grows upright; very vigorous with an abundance of strong heavy stems and a profusion of large leathery foliage. Very free bloomer.

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# ALSO ARE GROWN





## JEWEL

Sport of "Better Times"

U. S. Plant Patent No. 367

Winner of many awards, has some similar characteristics of its parent but differs on several important respects.

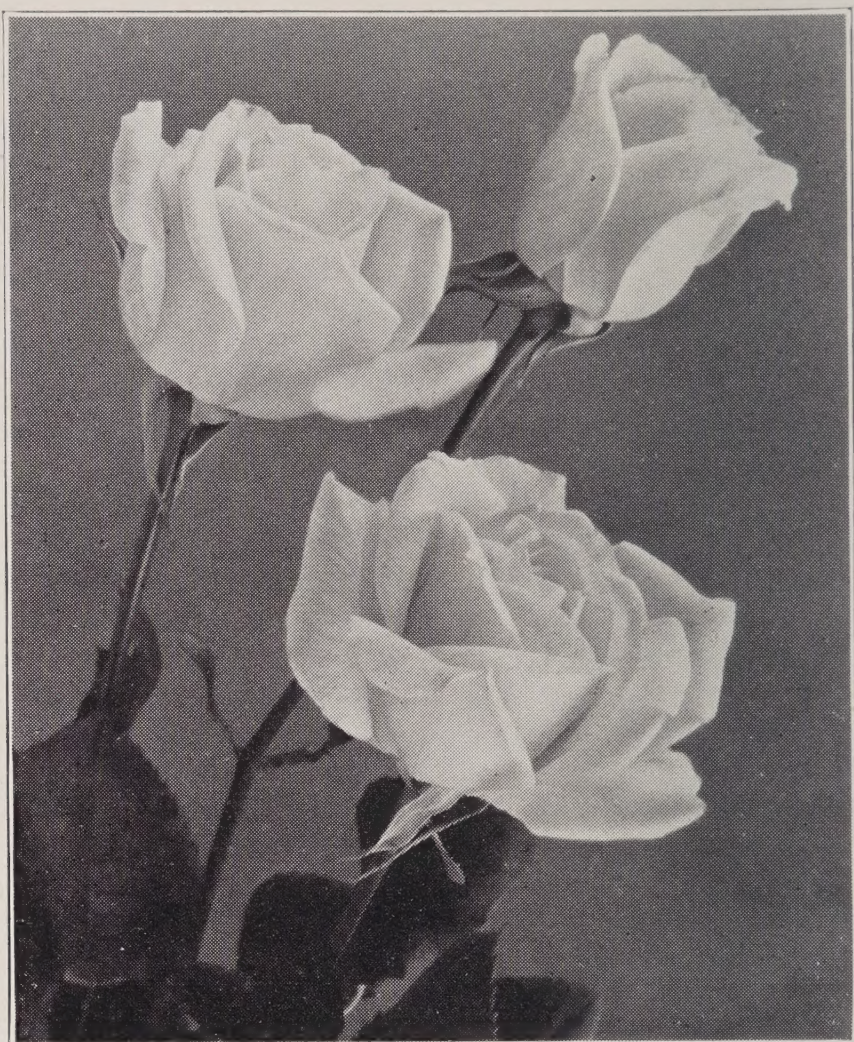
**COLOR:** Brilliant velvety red which is retained when flower is wide open.

**BUD:** Long, pointed, color slightly darker than the open flower; opens gradually and perfectly.

**FLOWER:** Large and full when open, about five inches across. Has about 50 petals of heavy texture; broadly ovate shape; moderate fragrance; very good lasting quality, surpassing the parent in this respect.

**HABIT:** Grows upright; vigorous, with an abundance of very strong stems and profusion of large leathery foliage. Free bloomer.





## SUNNYMOUNT

Sport of "Joanna Hill".

U. S. Plant Patent No. 334

This fine hybrid tea rose is similar to its parent but differs on several important characteristics. The originator has given this variety a long trial and has found it to be the most pleasing of yellow roses in his long experience.

**COLOR:** Clear yellow (Buttercup), which is retained without fading.

**BUD:** Medium size; distinctive sharp-pointed shape, but relatively short with a large base.

**FLOWER:** Medium-large when open, about four inches across. About fifty petals. Good substance and exceptional fragrance.

**HABIT:** Grows upright. More vigorous than the parent. Abundance of very long, straight stems with luxuriant green leather foliage. A free and continuous bloomer.



# CUT FLOWERS



## AMERICAN PRIDE

Sport of "Grillodale" x "Mme. Butterfly"  
U. S. Plant Patent No. 49

"American Pride" has long been regarded as the queen of white roses. It is considered one of the finest white roses ever developed, and has won high acclaim from florists, horticulturists and floral clubs and societies.

**COLOR:** Beautiful pure white when mature; at times (before maturity) suffused with slight tint of pink, which adds to its beauty.

**BUD:** When opening, about two inches long. Opens gradually and full.

**FLOWER:** Large, about four and one-half inches across. Has about thirty-five all very large petals. Moderate, lasting fragrance and excellent lasting quality.

**HABIT:** Grows upright. Long and medium stout stems with very few thorns and an unusual number of leafy branches. Leaves are leathery, large and heavy, and of rich green color. Very prolific and a profuse bloomer.

# IN THE GARDEN



ESTABLISHED

1915



PHONE 380  
SOUTHINGTON



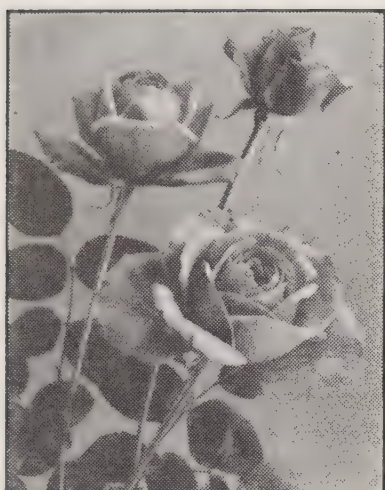
**WHOLESALE  
and  
RETAIL**

**QUALITY  
ABOVE  
PRICES**

THE HOME WHERE PREFERRED AND NEW ROSES ARE ORIGINATED

**WE OFFER THESE VARIETIES FOR YOU TO GROW**

**FINEST EVER-BLOOMING ROSES! FOR GARDENS AND FOR CUT FLOWERS**



**THORNLESS BEAUTY**

Tyrian Red, First Recorded

H. T. Rose without a thorn

Sport of Better Times

U.S. Plant Patent No. 382



**EMBERGLOW**

Rich Salmon Pink

Sport of Souvenir

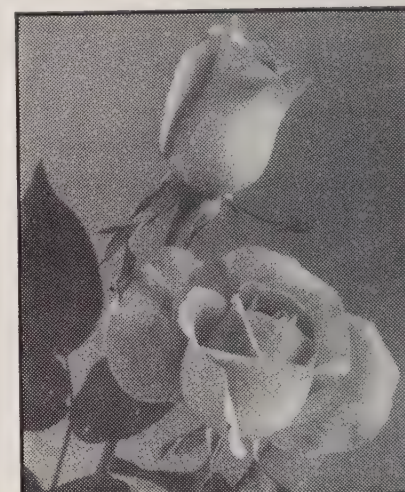
U.S. Plant Patent Right Reserved



**GRILLODALE**

Very Light Pink

Sport of Mme. Butterfly



**REGINA ELENA**

One of the Best Dark Pinks

Sport of Briarcliff

U.S. Plant Patent No. 417



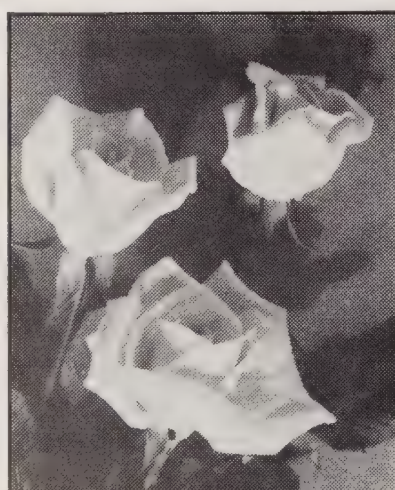
**VICTORY STRIPE**

Variegated Red, Blush

Pink Stripes

Sport of Jewel

U.S. Plant Patent Right Reserved



**ANNABELLA**

Light Sunset Yellow

Sport of Joanna Hill

U.S. Plant Patent Right Reserved

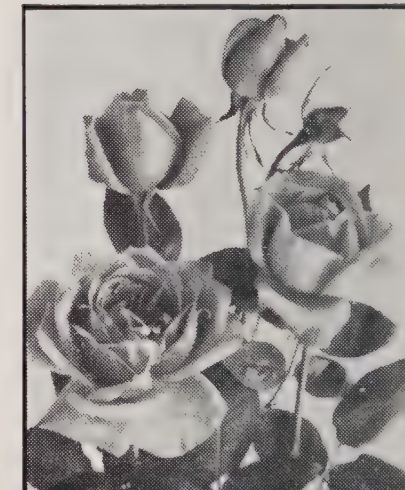


**TOKEN SUPREME**

Deep Orange Shade

Sport of Token

U.S. Plant Patent Right Reserved



**DINAH SHORE**

Cerise Red--Almost Thornless

Color Replacing Old American Beau

Sport of Jewel

U.S. Plant Patent No. 762

**PROLIFIC! HARDY!**

**DISTINCTIVELY MODERN**



# N. GRILLO, NEW and PREFERRED ROSES

U.S. PLANT PATENTED AND PATENT PENDING

## ADD BEAUTY TO THE GARDEN BY PLANTING THESE PRIZE-WINNING ROSES

INCLUDING THE THORNLESS BEAUTY

### FOR THE COMMERCIAL GROWERS

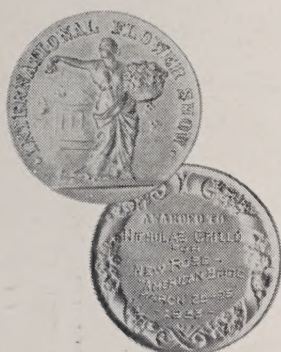
California Started Eye Buds  
Also Own Root, Strong Plants

**Prices Sent Upon Request**

A few of the many awards presented to N. Grillo

#### GOLD MEDAL

Awarded by the International Flower Show, New York, March, 1933.



#### SILVER MEDAL

Awarded by the American Rose Society at New York and Philadelphia Flower Shows in 1933.



Silver Vase awarded at Potomac Rose Show, Washington, D.C., 1938.

### OUTDOOR ROSE CULTURE

#### 10 IMPORTANT SUGGESTIONS

1. Choose drained location with southern exposure.
2. Three parts rich top soil and one part cow manure, mixed.
3. Dip the roots in water before planting.
4. Plant deep to cover graft joint, one inch below the surface.
5. After planting, water well so the water will reach all the roots.
6. Keep the soil well cultivated all the time.
7. When insects start to appear, spray with insecticides.
8. While plants are growing, feed lightly on moist soil monthly.
9. In fall pile soil or leaves on plants about ten inches high.
10. In the spring, uncover, prune, cultivate as above.

### GUARANTEED

#### FINE QUALITY ROSE PLANTS

N. Grillo Roses for outdoor culture are offered in two year old bushes and young 4-inch pot grown plants. All these roses are guaranteed, except against winter kill. Should any bush planted in the Spring fail to grow within two months, it will be replaced free of charge, upon return.

Other standard varieties, not listed herein, are offered at reasonable prices.

## N. GRILLO, Floriculturist, MILLDALE, CT.







*N. Grillo*

1949 NEW AND PREFERRED

# ROSES

STRONG, HEALTHY BUSHES  
FOR YOUR GARDEN

. . Your Choice . .

**\$1.50** PER  
BUSH

**\$15.00** PER DOZEN  
BUSHES

Including THORNLESS BEAUTY Now Available

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IDEAL GIFT

— for —

*Spring, Easter, and  
Mother's Day*

— of —

NEW and PREFERRED

**:- R O S E S :-**

STRONG, HEALTHY PLANTS

**POT GROWN WITH BLOOMS**

**\$2.50** EACH

**\$25.00** PER DOZEN  
PLANTS

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**N. GRILLO,** Floriculturist

MILLDALE, CONN.

Phone Southington 380



